INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER

RFTOP#   4   TITLE: NIH Web Site Usability Studies

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073   Fax- (301) 435-6101

Proposal Address: Billing Address:
6011 Executive Blvd. Rm 529S   Accounts Payable, OFM, NIH
Rockville, MD 20892-7663   Bldg 31, Room B1B39
                                 Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 60 days from date of award.

C. PRICING METHOD: Firm Fixed Price – Firm should provide a single
price for the evaluation of all three web sites. Please clarify the methods to
be employed and the estimated number of employee hours required.   Firm
rates for use of usability testing facilities and equipment. Describe the
development of task scenarios, paper prototypes and number of cycles
involved in refining a prototype subject to the overall ceiling for the task
order.

Currently available funding is limited to $50,000. If, in the opinion of
your firm, this is not a sufficient amount to conduct a thorough evaluation,
please specify how to best spend available funds, which tasks will remain
undone, and the additional amounts necessary to complete the evaluation.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me
by e-mail. Please enter in the subject line the following text, "RFTOP#4 –
Proposal." A signed task order form will later be requested from the
successful offeror.

E. RESPONSE DUE DATE: Monday June 25, 2001 at 4:00PM EDT

F. TASK DESCRIPTION:

The OD/OCPL/Online Information Branch desires to conduct usability studies of three key areas of the NIH Web site. The studies will be designed to answer the following key questions:

NIH Home Page – http://www.nih.gov
- □ How well does the NIH Home Page convey a sense of the kind of content users can expect when they explore the NIH's Internet sites?
- □ How well does the NIH Home Page meet user expectations in terms of site navigation and accessibility?
- □ How well does the NIH Home Page explain what NIH is, how it operates, and how it relates to improved health?

Health Information Page Prototype – paper prototype interface
- □ What do visitors to the NIH Web site need and expect from NIH in terms of health information content?
- □ How well does the Health Information Page meet user expectations for health content?
- □ How well does the Health Information Page meet user expectations in terms of navigation and accessibility to health content?

Information for Employees Page – http://www.nih.gov/employees.html
- □ What kinds of information do NIH employees need to access?
- □ How well does the Information for Employees page meet user expectations with regard to the kind of resources that they need?
- □ How well does the Information for Employees page meet user expectations with regard to site navigation?

Answers to these questions will help OLIB determine not only the current level of user satisfaction with these pages, but the number and kind of design modifications necessary to achieve the highest degree of user satisfaction. The contractor will work closely with OLIB to determine testing strategies appropriate to each area of study, and will provide OLIB with opportunities to sit in on testing sessions. The contractor will work with OLIB to establish an appropriate schedule of milestones and deliverables.

Clearances
All studies will be conducted in accordance with OMB regulations. No clearances are required.
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G. EVALUATION FACTORS

1. Corporate Experience:

The contractor shall have experience in the following:
- □ Recruiting and remunerating subjects from target populations
- □ Preparing and conducting task analysis studies
- □ Preparing and conducting paper prototype tests
- □ Preparing and conducting user interviews
- □ Recording and analyzing response data
- □ Evaluation health or medical related sites

- ☐ Preparing *brief, clear, and concise* reports and presentations from the response data
- ☐ Making recommendations for modifications to Web page layouts and navigation schemes

The contractor shall utilize their own pre-existing lists of potential study subjects for the purposes of recruitment, and be able to identify subjects based on employer and occupation.

The contractor shall be able to perform usability testing at their site or on the NIH campus. The contractor shall accommodate persons with disabilities either at their site or at the person's home or office. The contractor shall be familiar with hardware and software used by persons with disabilities. The contractor shall be familiar with Section 508 of the Rehabilitation Act and its application to electronic media and Web sites.

2. Evaluation Process:

The proposed evaluation procedures will be assessed by the NIH to determine the extent to which these procedures are likely to produce objective and meaningful feedback.

3. Price:

While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

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PART II - CONTRACTOR'S REPLY:
TO # ICS-_____   CONTRACT #263-01-D-0_____
Contractor:
Points of Contact:
Phone-   Fax-
Address:

TOTAL ESTIMATED COST: Pricing Method: FFP
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE
CONTRACTOR:_____
                                    Signature   Date
_____

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____
Appropriations Data: _____
    (ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

_____
      FAX #   Signature - Project Officer   Date

APPROVED:_____ _____
      FAX #   Signature - Contracting Officer   Date
_____

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE
CONTRACTING OFFICER & ICS COORDINATOR

APPROVED:_____

Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator   Date